

PHILIP MORRIS U. S. A.

INTER - OFFICE CORRESPONDENCE

Richmond, Virginia

To: .S. M. Haywood

Date: April 2, 1987

From: .C. R. Lambert, Jr. *CL*

Subject: .Tar Target Change on Marlboro  
Lights Menthol K. S. (Test Market)

R & D is implementing a tar change on Marlboro Lights Menthol  
K. S. from 10.5 mg. +/- 0.5 mg. tar to 10.0 +/- 0.5 mg. tar.

To effect this change, ventilation will be increased to 20% from  
15%. Due to the increase in ventilation, other physical  
parameters will change and should be reflected in the specifi-  
cations.

Those additional parameters which will change are:

- Puff count increased to 8.2 from 8.0
- Total RTD decreased to 120 mm from 125 mm
- Tipping paper pressure drop decreased to 8.0 cm.\* from 9.0 cm.  
\*(May be even lower in order to achieve 20% ventilation).
- Menthol application to foil increased to 72 mg./pack from  
68.0 mg./ pack

cc: J. E. Bickett  
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